

## Abstract

The invention provides a method for fastening a polymeric label to a glass, plastic or metal container or surface by means of a water based composition containing at least 30% by dry weight of animal glue that is activated into an adhesive by the following steps: (a) applying a layer of a hydrophilic solid material based on at least 30% by weight on protein from animal renderings to a polymeric label to form a hydrophilic layer that acts as an adhesive layer when activated with an aqueous medium; (b) applying a low deposition of water, a water based adhesive, water containing a cross-linking agent or an adhesive containing a cross-linking agent to the activatable hydrophilic layer sufficient enough to activate it into an adhesive and form a fastenable polymeric label; (c) fastening the fastenable polymeric label to a glass, plastic or metal container or surface; and (d) allowing said the polymeric label to dry on the glass, plastic or metal container or surface. Special mention is made using polymeric substrates that are optically clear or substrates that are opaque, especially where the opacity is achieved by cavitation or voiding of the substrate to produce pores or voids on the adhesive side of the label while reducing the density of the label substrate.